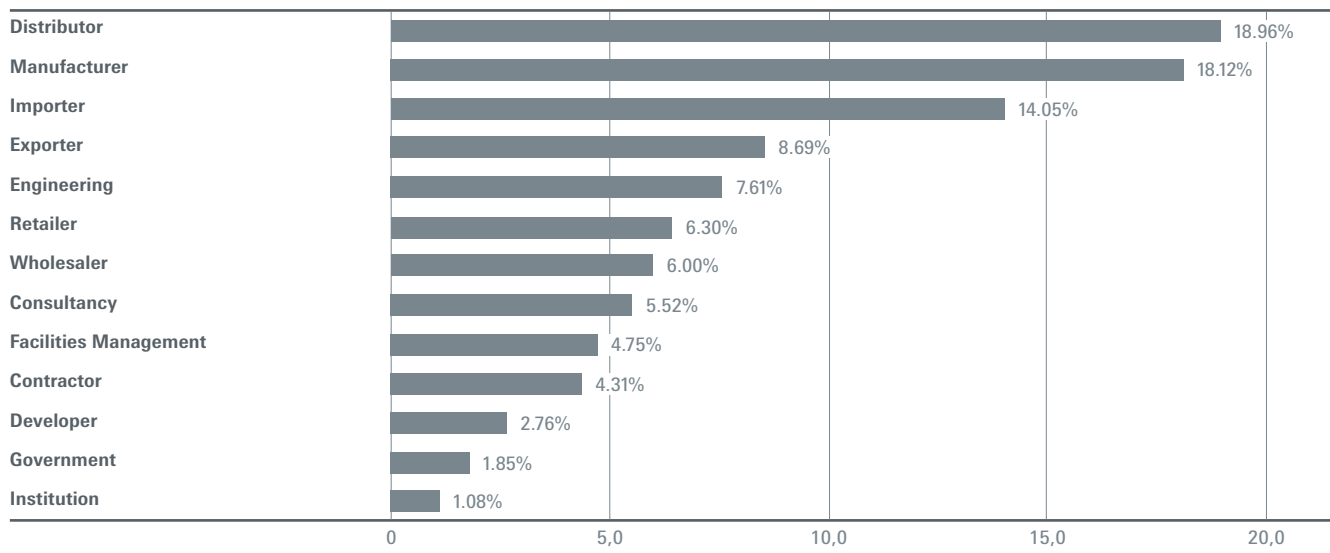


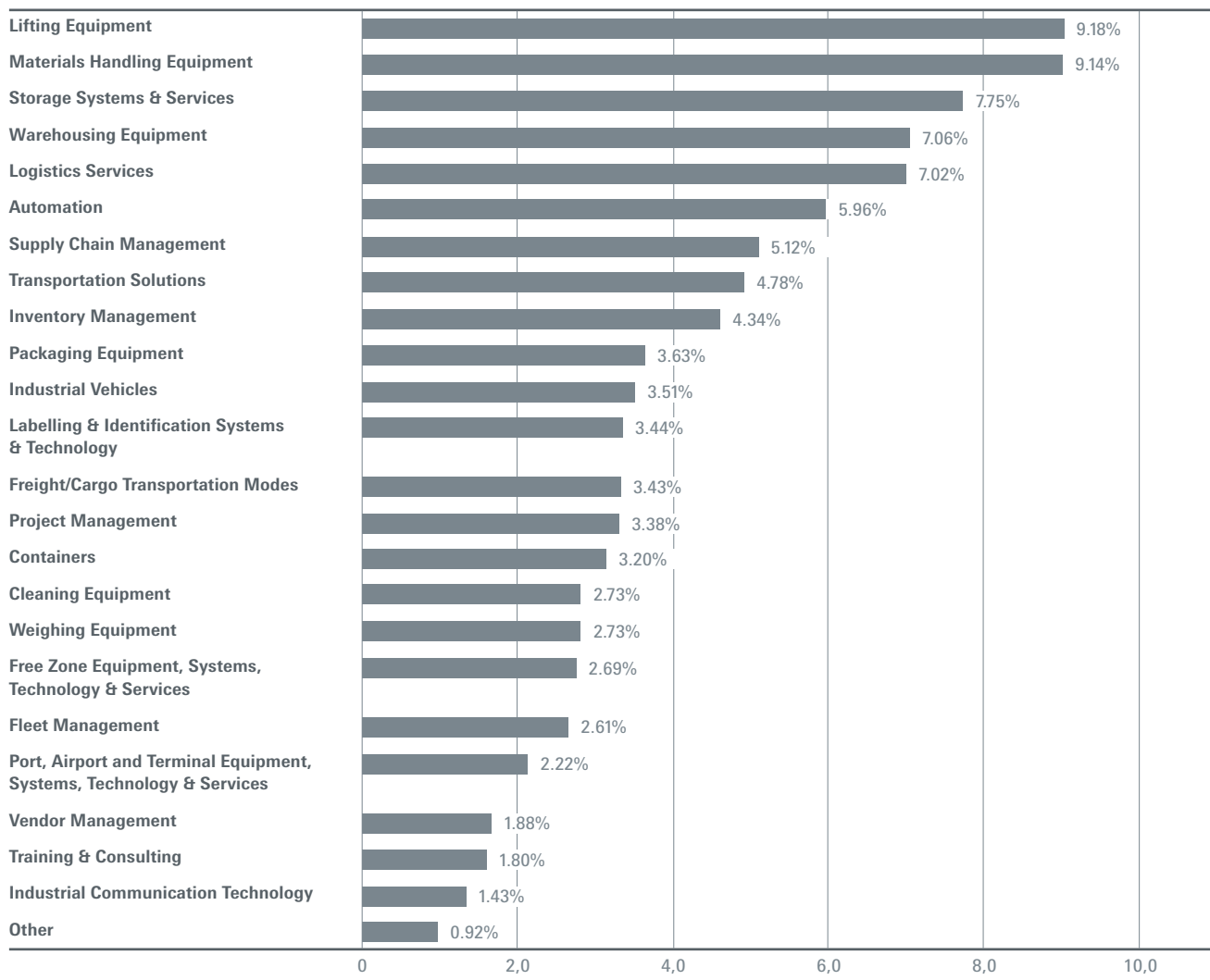
What is your company's main business type?

(all figures in %)



What are your main areas of interest?

(all figures in %)



Value-added Special Events

SCATA Awards 2009

This year's exhibition was also held in association with Supply Chain and Transport Awards (SCATA) 2009 organised by magazine publisher ITP Business, the official media partner of Materials Handling Middle East.

Materials Handling Middle East presented the Award for Cargo Operator of the year.

Conference

For the first time, the exhibition featured a three-day industry specific conference. The conference provided industry insiders with a platform to share their ideas and knowledge.

The following key topics were covered:

- Green warehousing
- Technology in Supply Chain
- Security in Logistics

Some of the key speakers for the conference were from companies such as JAFZA, SSI Schaefer, Motorola, etc.



Specialists in the fields of Logistics, Supply Chain, Freight and Cargo attended the conference.

Demonstration Area

Materials Handling Middle East 2009 gave opportunities to its exhibitors to demonstrate their products and services in the Demo-Show area.

Caterpillar, Linde and Jungheinrich were amongst the market leaders who demonstrated the capabilities of their products during the exhibition.

The conference, the Live Demonstration Area as well as the presentation of the SCATA Awards added more value to this year's edition of Materials Handling Middle East 2009 – The leading trade fair for Logistics, Supply Chain, Freight, Cargo – Products & Services in the Middle East.

Materials Handling Middle East – delivering results since 2001.

We look forward to welcoming you again at Materials Handling Middle East 2011.

Mr. Mahmut Gazi Bilikozen

Senior Show Manager

Mobile +971 50 55 27 456

Email: gazi.bilikozen@uae.messefrankfurt.com



materials handling

MIDDLE EAST



Post Show Report

31 May – 2 June, 2009

Dubai International Convention and
Exhibition Centre

Post Show Report for
Materials Handling Middle East 2009

The 5th International Exhibition for
Logistics, Supply Chain, Freight,
Cargo – Products & Services

www.materials-handling-dubai.com



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Exhibitor Feedback

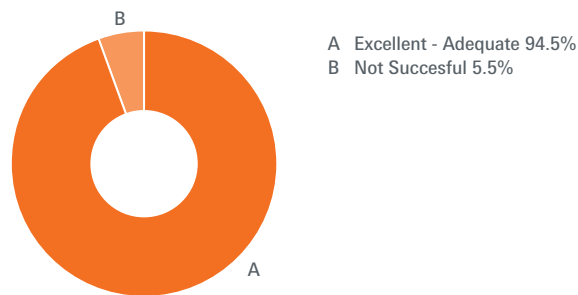
Materials Handling Middle East was officially inaugurated by **His Highness Sheikh Ahmed Bin Saeed Al Maktoum**, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chief Executive and Chairman of the Emirates Group on May 31st, 2009.

175 industry leaders from 27 countries showcased their brand new products and services to 6,805 key buyers from 82 countries. Exhibitors were delighted with the quality of the visitors and the number of deals that were made during the show.

For the first time, Materials Handling Middle East featured a 3-day conference programme and a demonstration area on the practical use of products of the exhibitors.

Materials Handling Middle East proved to be successful to exhibiting companies again. About 95% of the exhibitors mentioned in an independent research at the show that the event was successful for them.

How successful was the event in terms of meeting your objectives?



"The overall exhibition was a good experience. Good quality customers had visited and we are happy with the crowd with the current market situation. Good job!"

**Mr. Krishna Raj –
Regional Manager,
Godrej**

"I am writing to express our gratitude at the excellent way in which the recently concluded Materials Handling Middle East show was organised. Not only were we satisfied with the arrangements and the venue but also with the extreme professionalism of the Messe Frankfurt team. As all shows go, there are always last minute hiccups with all exhibitors – we are no exception – and it is thanks to the personal involvement of Messe Frankfurt that we were able to overcome those with ease. The visitor turnout and diversity exceeded the previous edition of the show which is testimony to your excellent marketing of the event.

We are also thankful to HH Sheikh Ahmed Bin Saeed Al-Maktoum for taking time out from his busy schedule to open the show and spend time at our stand. It was indeed a huge motivator for our team.

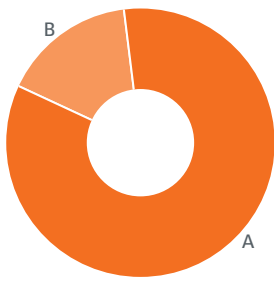
Needless to say, we are committed to this event and will not be considering alternate events when choosing a Materials Handling exhibition in Dubai."

**Mr. Sudhir Tripathi –
General Const. Industry Manager &
Marketing Manager,
Mohamed Abdulrahman Al-Bahar (CAT)**



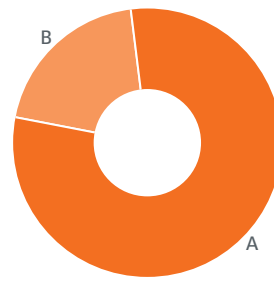
The great exhibitor satisfaction came as a result of the high level of visitors that came to Materials Handling Middle East in 2009. 89% of the participants rated the visitor quality as excellent to adequate and therefore the ROI was rated in equal terms. Furthermore, the exhibition was qualified as crucially important by most and the intention to exhibit again is very positive. Also, 84% of the exhibitors would recommend exhibiting to others.

How do you rate the return on investment (value for money) from exhibiting?



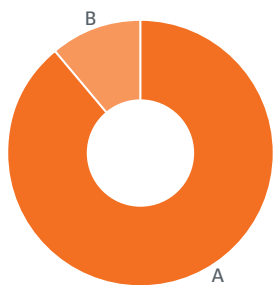
A Excellent - Adequate 84.0%
B Poor 16.0%

This event is crucially important to our marketing activity in the region.



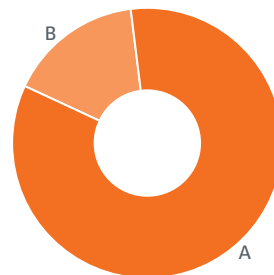
A Agree 80.0%
B Disagree 20.0%

How do you rate the quality of visitors who attended the exhibition?



A Excellent - Adequate 89.0%
B Not Adequate 11.0%

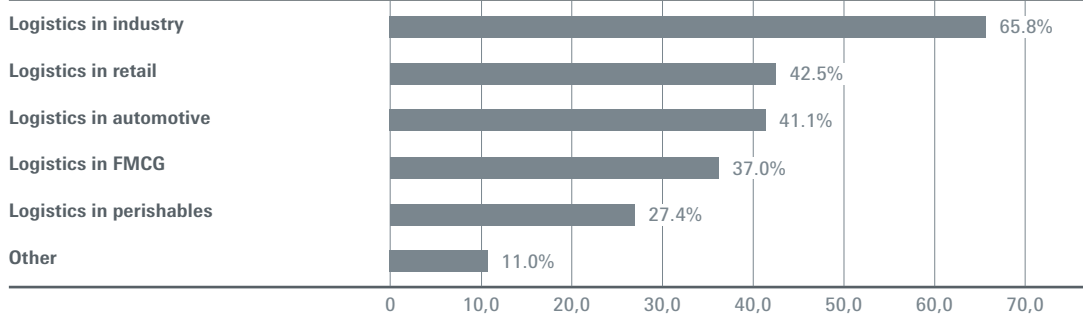
I recommend exhibiting again.



A Agree 84.0%
B Disagree 16.0%

Which market segments in logistics are important to you?

(all figures in %)

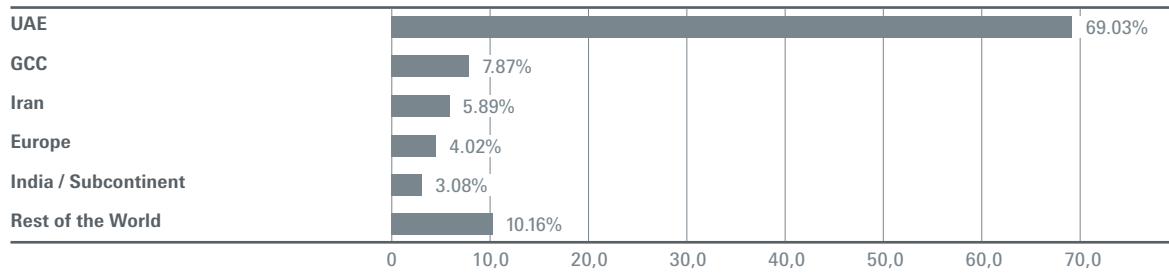


Visitor Feedback

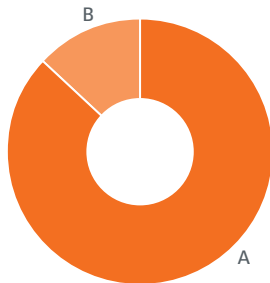
Over 30% of the visitors came from outside the UAE with Iran and other GCC countries completing the top 3 regions. The feedback from the exhibitors was positive in terms of receiving key buyers from surrounding countries at their stand. Logistics professionals from countries such as Saudi Arabia and Bahrain were seen in great numbers which added extra importance to the status of Materials Handling Middle East in the GCC region. As expected from previous editions of Materials Handling Middle East, the level of visitors was very high. 87% of the attendees are involved in purchasing of which a majority is in senior management positions.

Cumulative (unique) country breakdown of attendees

(all figures in %)



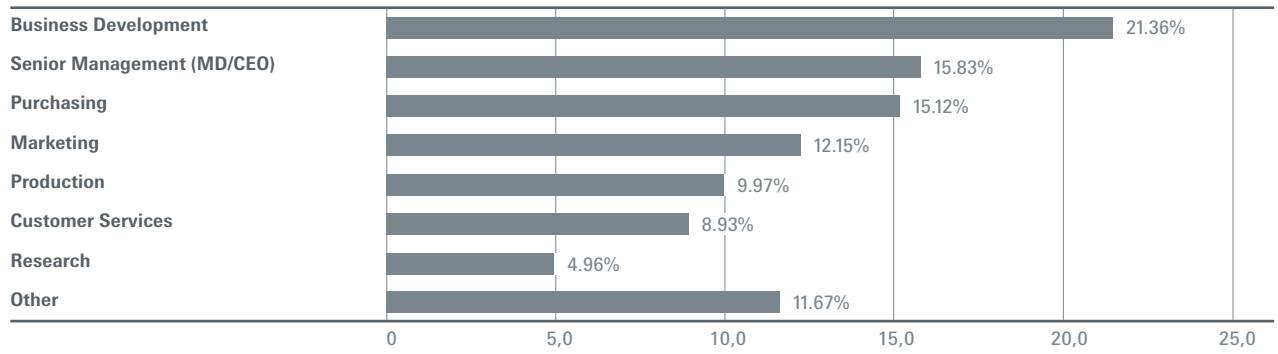
Involvement in purchasing



A Involved in purchasing 87.0%
B Not involved 13.0%

What is your main area of responsibility within the company?

(all figures in %)



The quality level of visitors was quite high, over 21% were into Business Development and 16% were Senior Managers.

